

# Research on the Application of Graphic Design based on Traditional Art Colors

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**Abstract:** China's traditional culture lasts for five thousand years, which is broad and profound and has a long history. With the development of the times, the application of traditional artistic color in graphic design has changed a lot. Based on the theory of traditional Chinese color system, this paper analyses the application of traditional artistic color in graphic design. Finally, it comes to the conclusion that the application of traditional artistic color in graphic design has important value and significance.

**Keywords:** Traditional art color; Chinese culture; Graphic design; Research

## 1. Introduction

Chinese culture has a long history, extensive and profound. Color is a very unique thing, it is an emotional language, can affect people's psychology, arouse people's deepest feelings. Color is the key element of Chinese traditional aesthetics, which embodies the traditional concept of art color in our country. Since the beginning of human society, color has been growing with the development of human civilization. Chinese traditional color system is the unique "five-color system" in the world, namely, green, red, white, black and yellow, which are positive five colors, and its mixed color is called the next five colors. For thousands of years, Chinese traditional color system has been one of the cultural characteristics of Chinese civilization [1-3]. Its unique way of expressing meaning with color expands the function of color infinitely, and derives it into all aspects of social life and even humanistic spirit. It has become a unique human phenomenon in the course of human history. Its connotation is extremely rich, even in the contemporary era, it still has the value of being used for reference and promoted.

## 2. Traditional Chinese Color System

In the traditional color system of China, there are many kinds of information, such as social history, religion, philosophy, nationality and so on, which constitute its distinct cultural attributes. Compared with the concept of Western color, Chinese philosophical thinking pays more attention to [4-5]. Taoism

Emphasizes indifference to inaction and some desires. The black and white world of Taoist masters, they were formed. Chinese traditional art, Taoist colorology, can see the simple and simple sky and quiet color.

The calm and tranquil Buddhism emphasizes that in the use of religious artistic colors, "the promise of the sky" and "the ideal environment.

The five-color system of Confucianism. In Confucianism, color is not only an aesthetic element in general sense, but also has a very positive impact on ethics and morality in human society. There is one element in Confucianism that can reflect its attitude towards color, that is, Facebook. By setting up different makeup to represent loyalty and treachery and character, it is like the facial features on the face, which can see the influence of brilliant artistic achievements on Confucianism.

Chinese designers, the aesthetic understanding of traditional color in China and the concept of traditional color in China are very important, the designers of the soul and root of this country. French art critics once said: "Art is absolutely modern, but always belongs to the side." In order to illustrate this point, the traditional culture in the innovation of modern art has a very important influence and inspiration. Chinese traditional color theory is the development of Chinese history with the accumulation and long history of Shen Dian. Our ancestors are the crystallization of Chinese people's wisdom and an indispensable part of national culture. Modern design is more than just market behavior. It is more important to cultivate positive behavior. This is one kind of aesthetic action. In the design of AC transmission process, the works of cultural advocates are formed. The wealth of Chinese traditional art and philosophy, including the inheritance of these excellent traditional cultures, is waiting for us to move forward. Therefore, adding Chinese traditional color to graphic design is of great significance to the inheritance of Chinese traditional color culture. In modern graphic design, color plays a more and more important role. As a country, the constitution of traditional color has formed visual recognition of common psychological experience. In our subconscious and overall operation of modern graphic design, it is in line with do. entrio injection. In modern graphic design, color is a traditional visual experience, familiar to today's familiar, global.

Change. Economic globalization promotes the development of culture and art. In the process of continuous development, the art of Chinese color fully embodies the representative meaning of color in project development and works of art and traditional works, but also reflects the integration of traditional culture, traditional art and modern art of style and significance. The color of your design reference can create a nation with Chinese characteristics. Heritage, the great impact of rich graphic works, the psychological and visual representatives of people, can be used in our reseratar language for the traditional art of the world, is the epitome of Chinese national culture. We look for Inspirational traditional colors in local culture, use traditional design elements, rich colors, can work, and build empathy with the public. The obvious human characteristics in high-color works are abundant cultural heritage in the works. China is the combination of color in the world, the formation of visual language of traditional and modern graphic design, especially international. For example, in order to meet the 2008 Olympic Games, the model of the Department of Industrial Design and the Academy of Fine Arts of Tsinghua University in Beijing is called the Renewal of the Taxi of Appearance Design "Beijing of China", which is explained by the traditional color theory of *sucesso. albeim*. Master Chen's design-the use of traditional Chinese color is a good idea. He succeeded in bringing Western modernity and Chinese traditional aesthetics, color, design work and, however, the traditional *ncanto*, elegant taste. If the design of tea packing box is "black and yellow", and the main color of black is the background color, it is the fashion of yellow decoration with geometric patterns. Different sizes, such as traditional caution and free and easy, reveal a strong flavor of Chinese classical *tensorio o. obras*, which reflects the style of Jiangnan Chato Aston. It can be said that its essence-art exhibition design, but it can also be said. It is a kind of modern graphic design with the innovative requirements of traditional Chinese color.

### 3. Application of Traditional Art Colors in Chinese Graphic Design

The use of color is very important for graphic design. Creators need to understand the sensory feelings of each color. The following is the specific application of traditional art color in Chinese graphic design:

The application of the idea of "existence or absence" of color in graphic design Taoism has a high esteem for black and white. Therefore, discarding the ominous meaning of Confucianism to black and white, we can introduce Taoist thought, that is, the meaning of white nihilism and the meaning of black Mystery into graphic design. Therefore, in the collocation with other colors, white has a concise and pure feeling, while black has a noble and heavy feeling. White can represent the specific landscape of nature, such as snow, white clouds, etc. The

use of white in graphic design can also bring the feeling of the specific landscape of nature into the picture. And black has the characteristics of simplicity and clarity in the outline of strokes. It embodies its strong color in ink paintings and is elegant in monotony. The sensory experience of these colors must be unique and unique.

The application of the symbolic meaning brought by the five colors in Chinese graphic design can be seen from the content analysis of the traditional colors mentioned above. The application of the five colors not only plays an important role in traditional art, but also plays a decisive role in modern graphic design. The symbolic use of five colors in graphic design has a significant impact on both senses and psychology. For example, the nobility brought by yellow, the auspiciousness brought by red and the ominous implication implied by black and white give the designers space to make full use of, and give different meanings to different design works through color, so that the viewers can get different psychological experience and aesthetic feeling. In addition, the use of the symbolic meanings of these colors in the works can also reflect the author's thoughts and feelings.

The application of the pigmentation meaning composed by the harmony of colours in graphic design mainly lies in the application of colours formed by the harmony of five basic colours. There are many colours in the world. The combination of other colours or gorgeous or mild colours from five basic colours can show more unique feelings. In all color systems, according to the psychological feelings of color, it can be divided into cold color system and warm color system. If blue and purple are cold, red and yellow are warm. The collocation and application of the two color systems form a strong color contrast. This is also the most commonly used method of traditional colors, such as the flourishing murals of the Tang Dynasty, not all of which are caused by warm color systems such as red and yellow, but through the cold color system and warm color system to form a bright and strong contrast, thus bringing beautiful feelings to the viewers.

### 4. Concluding Remarks

Combining graphic design with Chinese traditional art color, while creating new works, it also has a better inheritance and development of Chinese traditional culture, and promotes the application of graphic design in art practice in China to be effective and better implemented.

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